



## *New Specialty Crops for California*

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## *California Offers A Special Mix*

- Diverse growing environments*
- Large, diverse markets*



## *Specialty Crops VS Specialty Crops*

- *USDA traditional definition includes all*
- *Improve current marketing or ...  
investigate new options*
  - *Direct vs. Wholesale ?*
  - *time / volume tradeoffs*
- *New crops, products  
extend time in market with current crops,  
more profitable market window?  
or  
New crop?*



## *Specialty Crop Marketing*

- *Marketing more than half*
- *Improve current marketing or ...  
investigate new options*
  - *Direct vs. Wholesale ?*
  - *time / volume tradeoffs*
- *New crops, products  
extend time in market with current crops,  
more profitable market window?  
or  
New crop?*



## *Specialty Crops*

- *Often low volume / high value*
- *New species - new to area?*
- *New product?*  
*created by market or developed*
- *New market for existing product?*
- *New market window?*



## *Specialty Crop Research and Development Key Elements*

- *Market signals guide crop selection*
- *Industry logistics ?*  
*labor, transport, cooling, sales*
- *Match agronomy / agroecology*
- *Historical prices vs. projected costs*



## *Many important concerns*

- *How will you sell the product?*
- *Does the wholesaler know the product ?*
- *Current supplies? established buyers? Special packing , post harvest or shipping needs ?*
- *Price ? Account settlements ?  
Market demand ?*
- *Time vs. value tradeoffs - Does often volume related*
- *Early in process, costs are high  
learning curve*

## *Competitive Advantages ?*

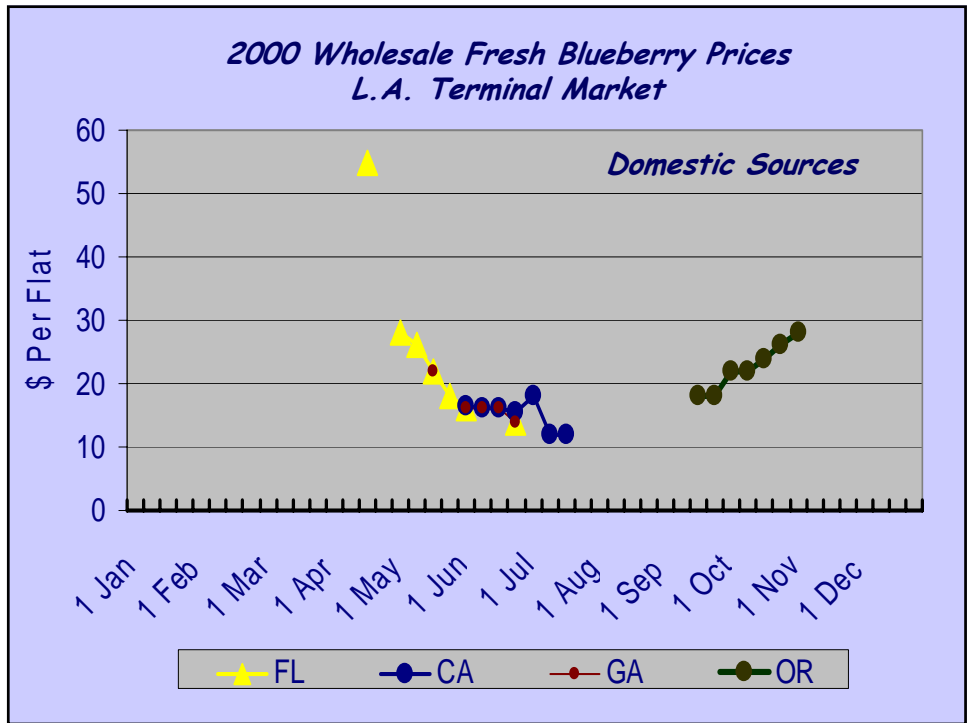
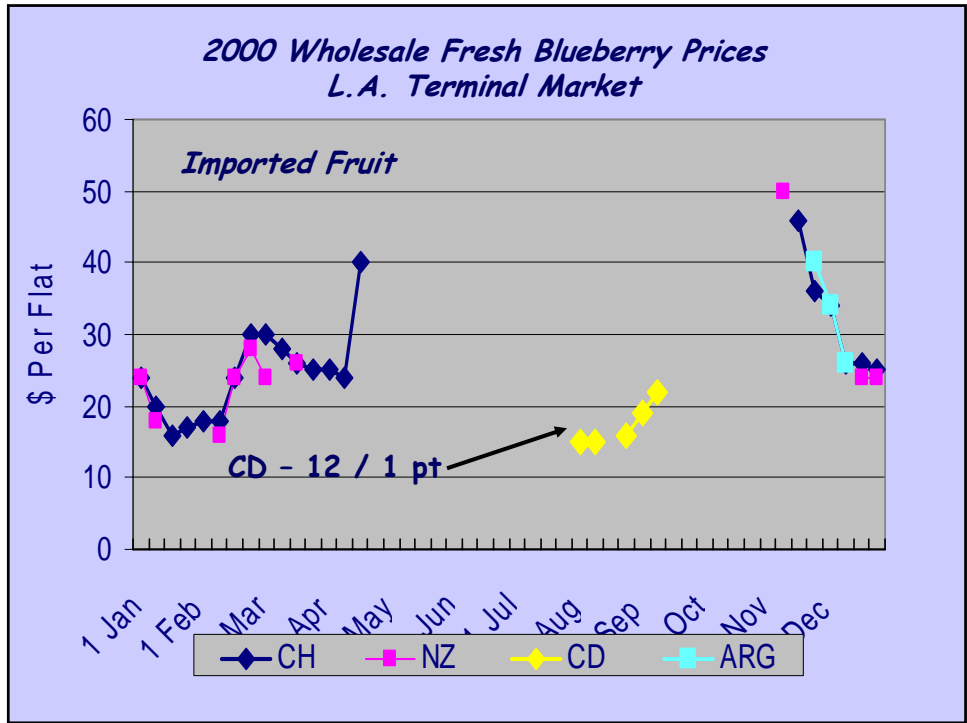
- *Climate*
- *Production costs*
- *Transport Costs*
- *Offshore vs. domestic  
shelf-life and hidden costs?*





TABLE 3 -- SHIPMENTS BY COMMODITIES, ORIGINS AND MONTHS  
(AMOUNTS ARE SHOWN IN UNITS OF 100,000 LBS)

ORIGIN	2000												
	TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>BLUEBERRIES</b>													
<b>TRUCK</b>													
FLORIDA ---				7	12								19
MICHIGAN -----						3	92	64	19	1			179
NEW JERSEY -----						87	126						213
NORTH CAROLINA ----					37	51							88
OREGON -----				2	37	18	7	7	1				72
WASHINGTON -----						3	7	2	2				14
<b>TOTAL</b>				<b>7</b>	<b>49</b>	<b>143</b>	<b>258</b>	<b>89</b>	<b>28</b>	<b>10</b>	<b>1</b>		<b>585</b>
<b>AIR</b>													
FLORIDA EXPT ---				1	1								2
<b>U.S. TOTAL ---</b>				<b>8</b>	<b>50</b>	<b>143</b>	<b>258</b>	<b>89</b>	<b>28</b>	<b>10</b>	<b>1</b>		<b>587</b>
<b>IMPORT</b>													
ARGENTINA											2	1	3
CANADA				1	1	38	205	47	4				296
CHILE	23	15	14	2							2	6	62
NEW ZEALAND			1									1	2
<b>IMPORT TOTAL</b>	<b>23</b>	<b>16</b>	<b>14</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>38</b>	<b>205</b>	<b>47</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>363</b>



## Fresh Blueberry Packs

- 12 / 6 oz
- 12 / 5.6 oz
- 12 / 4.4 oz
- 12 / 3.5 oz
- 12 / 100 gm
- 12 / 125 gm
- 12 / 160 gm
- 12 / 175 gm
- 12 / 1 pt
- 12 / 12 oz
- ?? 4 / 1 qt
- ?? 2 / 2  $\frac{1}{4}$  lb



**3 Year Average Wholesale Fresh Blueberry Prices  
L.A. Terminal Market 1998 - 2000**

